

NUMBER BY NUMBER LOTTO GAME AND METHOD

ABSTRACT OF THE DISCLOSURE

A number-by-number lotto game and method having one ultimate top jackpot (1) and one or more secondary base jackpots (2). A predeterminedly large portion of lottery net intake (3) is put into the top jackpot. Remainder lottery money intake, exclusive of lotto costs (29) and planned revenue (28), is put into a payout amount (30) for the top jackpot and the one or more base jackpots. Gaming methods (5) for determining payout proportions are determined and adjusted for maximizing lotto revenue by achieving most favorable motivation for lotto gambling. An advertising program (21) is employed for identifying a selected number plurality for an embodiment of the number-by-number lotto game with a popular item. A preferred embodiment is a four-by-four lotto game (25) having one top jackpot and four base jackpots that is advertised by identification with a 4 by 4 pickup (27) in a state like Texas where 4 by 4 pickups are popular.